



Building on Five Years of Accomplishments in Tobacco

The FDA Center for Tobacco Products, established under the Family Smoking Prevention and Tobacco Control Act, marked the law's fifth anniversary on June 22, 2014.

The Tobacco Control Act gives FDA the authority to regulate the manufacturing, marketing, and distribution of tobacco products. This enables FDA to make tobacco-related disease and death part of America's past, not its future—and to ensure a healthier life for every family.

In five years, FDA has moved science-based tobacco regulation forward and started a rigorous tobacco research program. FDA focuses on three strategic priorities: preventing initiation, particularly among youth; decreasing the harms of tobacco product use; and encouraging cessation.

What FDA is Doing

Protecting Youth

- Issuing and enforcing regulations that restrict youth access to cigarettes, cigarette tobacco, and smokeless tobacco
- Removing cigarettes with characterizing flavors, such as candy and fruit, from the market
- Issuing and enforcing new restrictions on marketing and promotion, such as the minimum pack size of 20 cigarettes
- Proposing a rule to extend its tobacco authority to cover additional tobacco products

Providing Information to Help Educate Consumers

- Enforcing prohibitions on misleading labeling and advertising claims that imply that products are safe or safer without evidence
- Requiring tobacco companies to report on the quantities of harmful or potentially harmful constituents
- Enforcing new smokeless tobacco warning requirements
- Releasing a preliminary scientific evaluation on the association between menthol cigarettes and various

outcomes; and issuing an Advance Notice of Proposed Rulemaking for public input on menthol in cigarettes

- Launching “The Real Cost,” FDA's first national public education campaign designed to prevent young people from using tobacco

Ensuring Compliance with the Law

- Inspecting more than 283,000 tobacco product retailers across the United States (as of June 1, 2014)
- Issuing more than 15,600 warning letters (as of June 1, 2014)
- Publishing guidance to help industry members meet their obligations under the law (ongoing)

Reviewing New Products and Product Changes

- Working to ensure that any new tobacco product authorized through the substantial equivalence pathway will not present more harm to public health than the product with which it was compared
- Issuing the first orders to stop the continued sale and distribution of currently marketed tobacco products

Leading Cutting-Edge Research

- Establishing a world-class testing laboratory for tobacco products, in partnership with the Centers for Disease Control and Prevention
- Partnering with the National Institutes of Health to dramatically increase regulatory science capabilities. Projects underway include:
 - The Population Assessment of Tobacco and Health Study, the first longitudinal study of patterns of tobacco use over time
 - Innovative research on the alteration of nicotine levels in tobacco products to assess how such changes could affect tobacco use and addiction
 - Award of \$53 million to establish 14 Tobacco Centers of Regulatory Science

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